

DEPARTMENTAL BUDGET INFORMATION CULTURAL AFFAIRS (17)

MISSION

The Cultural Affairs Department advocates, coordinates and implements appropriate measures to enhance, strengthen and promote the arts and cultural life in the City of Detroit; facilitates development of increased and expanded activity in all areas of arts and culture; and maintains a large Citizens' Advisory Committee appointed by the Mayor.

DESCRIPTION

The Cultural Affairs Department since 1996 has advocated, coordinated and implemented appropriate measures to accomplish its mission with assistance from a 40-member Citizens Advisory Committee.

CORE SERVICES

Neighborhood Stabilization. The Cultural Affairs Department supports numerous programs that contribute to the stabilization of our neighborhoods. The CityArts grant program funds projects of more than 100 small and midsize neighborhood organizations.

Earlier this year the Cultural Affairs Department was awarded a Cities, Townships & Villages (CTV) Program grant of \$78,000 from the State of Michigan for a theater project in a run down neighborhood. The *Furniture Factory* building already is acting as a catalyst for economic development and bringing pride back to the neighborhood. In FY 2001/02 we will apply again for a CTV grant for a neighborhood project.

MAJOR INITIATIVES

The department's major initiatives for 2001/02 are derived from the ***Detroit Cultural Plan***. The strategies and recommended actions were created to assist the department in implementing the objectives.

We will continue ***The Culture Connection*** program that was launched in June 1998 that transports senior citizens, youth ages 5-18 and public housing residents to cultural institutions where they have opportunities to participate in hands-on workshops, hear concerts, and see special exhibits.

With assistance from AAA of Michigan, the Convention and Visitors Bureau and other agencies, we will distribute 25,000 updated third edition ***Detroit Cultural Maps*** to the public in 2002.

As a means of getting people into Detroit galleries to support local entrepreneurs (gallery owners) and artists, the Cultural Affairs Department sponsors a ***Winter Gallery Crawl***.

The ***CityArts*** and ***Mini Grant Programs*** are strategically important for the department's core services in **neighborhood stabilization**.

Annually the department submits a \$100,000 grant proposal to the Michigan Council for Arts and Cultural Affairs in the ***Cities, Townships and Villages Program*** for a capital project in Detroit. In October 2000 the department was awarded \$78,000 for the *Furniture Factory*, a renovated two-story factory that is now an active performance

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venue on Third Street. In 2001/02 we hope to be awarded a similar grant to award to another Detroit-based capital improvement cultural project. These projects are very important in our **neighborhood stabilization** efforts.

The department will continue the opera/theater apprenticeship program in 2001/02. The ***Detroit/Palermo Educational and Cultural Exchange Program*** is important to Detroit because it acknowledges and rewards young opera students with the opportunity to travel to another country where they can pursue their careers with master vocalists and instrumentalists. The Detroit end of this program is a partnership between the City of Detroit, Marygrove College and Michigan Opera Theatre

With assistance from the ITS department, the Cultural Affairs Department has created a ***database*** of artists and cultural organizations on the department's ***web site***. Additionally, the web site is being linked to

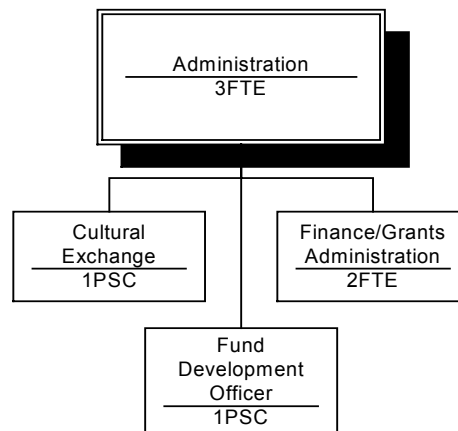
the web sites of artists and cultural organizations that have their own sites

PLANNING FOR THE FUTURE

In the **neighborhood stabilization** core service area, we will implement a plan to create a Detroit Center for the Arts (performing, visual, literary) where:

- Local artists would have live/work spaces.
- Non-profit cultural organizations that provide services to neighborhoods would have their offices, rehearsal and performance spaces at reasonable lease rates.
- The Cultural Affairs Department would manage a street level exhibition and sales gallery of local artists' work and sponsor noon-time concerts.

Such an arts center might be located in a neighborhood, at the perimeter of or very near a neighborhood.



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PERFORMANCE GOALS, MEASURES AND TARGET

Goals Measures	1999-00 Actual	2000-01 Projection	2001-02 Target
<i>Improve the viability of the cultural arts industry in the city of Detroit:</i>			
Amount of new non-City funding secured	\$469,683*	\$265,000	\$280,000
Technical assistance to artists/cultural organizations (orgs.)	715	800	850
Number of people attending Winter Gallery Crawl	1200	650	1500
City Arts Grant Program support to Detroit cultural orgs.	\$150,000	\$150,000	\$150,000
MiniGrant Program support to Wayne County orgs.	\$74,800	\$149,600	\$149,600
Respond to film industry related inquiries	102	150	175
<i>Act as a clearinghouse for cultural affairs activities, and as Resource center for cultural org.'s, funding sources & public:</i>			
Entries in artists/arts and cultural organization database	1640	2080	2330
Link CAD web site to artists and organizations web sites	10	30	40
<i>Increase public participation in and accessibility to The cultural arts for the citizens of Detroit:</i>			
Number of media interviews given regarding the Arts	48	67	75
Number of Cultural institution location maps printed and distributed.	25,000	25,000	25,000
Number of citizens transported to cultural institutions through The Culture Connection Program	15,000	15,500	16,000
<i>Seek creative ways of making arts education programs to youth & seniors, promote arts training for artists of all ages</i>			
No. of CityArts Grant proposals received & dollars given to projects for youth & seniors	\$60,000 - 14 orgs	\$60,000 - 27 orgs	\$50,000 - 27 orgs
No. # of young people in who participated in pre-professional/ Professional dance, music, theatre training.	5	6	6

*Note: \$285,000 of this amount was raised to pay for the design, fabrication and installation of the "Millennium Bell" public sculpture, all through the Detroit Economic Growth Association, a 501(c)(3) nonprofit organization.

* Figure for the MiniGrant Program, which cannot be projected at this time.

**The reduction in numbers of Culture Connection riders is traced directly to the Detroit Public Schools strike. In September-October 1998, 658 and 1,745 students respectively rode the Culture Connection buses. In September 1999 no students rode the buses and in October only 666 did, down 1,737 student riders in 1998. We assume that many teachers never received the brochure that was mailed to all principals in early August.

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EXPENDITURES

	1999-00 Actual Expense	2000-01 Redbook	2001-02 Mayor's Budget Rec	Variance	Variance Percent
Salary & Wages	\$ 262,847	\$ 280,435	\$ 291,925	\$ 11,490	4%
Employee Benefits	141,772	134,080	145,689	11,609	9%
Prof/Contractual	14,247	16,000	66,000	50,000	313%
Operating Supplies	3,791	9,520	10,500	980	10%
Operating Services	349,558	426,073	460,907	34,834	8%
Capital Equipment	1,755	-	-	-	0%
Other Expenses	6,185	108,900	91,800	(17,100)	-16%
TOTAL	\$ 780,155	\$ 975,008	\$ 1,066,821	\$ 91,813	9%
POSITIONS	5	5	5	-	0%

REVENUES

	1999-00 Actual Revenue	2000-01 Redbook	2001-02 Mayor's Budget Rec	Variance	Variance Percent
Rev from Use of Assets	\$ -	\$ -	\$ -	\$ -	-
Grants/Shared Taxes	198,633	285,000	306,135	21,135	7%
Sales & Charges	-	29,100	25,000	(4,100)	-14%
Contrib/Transfers	-	50,000	80,000	30,000	60%
Miscellaneous	-	-	-	-	-
TOTAL	\$ 198,633	\$ 364,100	\$ 411,135	\$ 47,035	13%